

business voice

LAS VEGAS CHAMBER OF COMMERCE

| LVChamber.com

| SEPTEMBER 2012

CONNECTING THE DOTS





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elcome to the new *Business Voice*. We asked for your feedback on what you wanted from the magazine, and we listened. We're excited to bring you more content – more input from our members, more news and information you need to know to conduct business in Southern Nevada and more updates on important legislation and policies that affect the business community. We also encourage your feedback and suggestions for future articles and content. This publication is for you. Help make the most of your experience with it.

our region's assets and strengths, our areas of opportunity and where we are most fragile. We will then invite you to join us in a face-to-face community symposium the Chamber is holding later this year that will seek to answer the question: where do we go from here and how do we position ourselves going forward?

We have the framework to become a global city. We have a world-class resort corridor with solid infrastructure, and our internal roadway system is strong. We are well-situated geographically in the center of the southwestern United States,

the dots are right there, on the page. we as a collective business, government and civic community just need a solid plan for connecting them.

This month, we take a deep dive into the future of Las Vegas as a global city and what opportunities other cities have made the most of to achieve classification as "global cities" in terms of infrastructure, education and healthcare. By examining different facets of metropolitan areas like Denver, Orlando and Phoenix, we can learn from their lessons and begin to connect the dots in our own "Las Vegas Way." In this issue, we hope to stimulate more conversation about

with access to major transportation hubs and ports. Our airport has just undergone a major expansion, giving us more flexibility and room to welcome travelers from all over the world and showcase our assets. Our business community is amazingly entrepreneurial and resilient. The dots are right there, on the page. We, as a collective business, government and civic community, just need a solid plan for connecting them.

JOIN IN:

In the spirit of our "Lego®-tized" cover, we decided to have a little fun with my photo. You can create your own "Lego®-tized" portrait at tinyurl.com/legotize.

Share your portrait on the Chamber's Facebook page by September 14, and one winner will receive a seat at the upcoming Small Business Excellence Awards Luncheon on Thursday, September 20. We look forward to seeing your representations!

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Kristin McMillan
President & CEO
Las Vegas Chamber of Commerce

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Production Team

John Osborn
Publisher

Cara Roberts
Executive Editor

Greta Seidman
Managing Editor

Ben Myhre
Graphic Designer

MJ Dennis
Production Coordinator

Advertising Inquiries
702.586.3812

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chamber news

celebrate the spirit of small business

Alexandra Epstein, executive manager of the El Cortez Hotel and founder of the Emergency Arts Building, the co-working and incubator space in downtown Las Vegas, will be the keynote speaker at the Small Business Excellence Awards Luncheon on Thursday, September 20.

Epstein will discuss the importance of small business to rebuilding and revitalizing both downtown Las Vegas and the Southern Nevada economy. During the luncheon, finalists in each award category will be recognized and winners will be announced. Get more information on this celebratory luncheon sponsored exclusively by Nevada State Bank, as well as this year's finalists, by visiting LVChamber.com or calling 702.641.5822.



governor sandoval hosts small business conference

Governor Brian Sandoval, in conjunction with the Chamber and local chambers of commerce, will hold a conference focusing on resources available to small businesses. Attendees will have an opportunity to hear from elected and appointed officials, as well as leaders from some of Nevada's most prominent industries, during engaging and informative panel discussions and Q & A sessions. The program will also encourage attendees to form relationships with service providers, regulators and development authorities during an outreach event. Governor Sandoval will then give a keynote address at the luncheon to round out this day of information and participation for the small business community. For more information on the program or to register, visit LVChamber.com or call 702.641.5822.



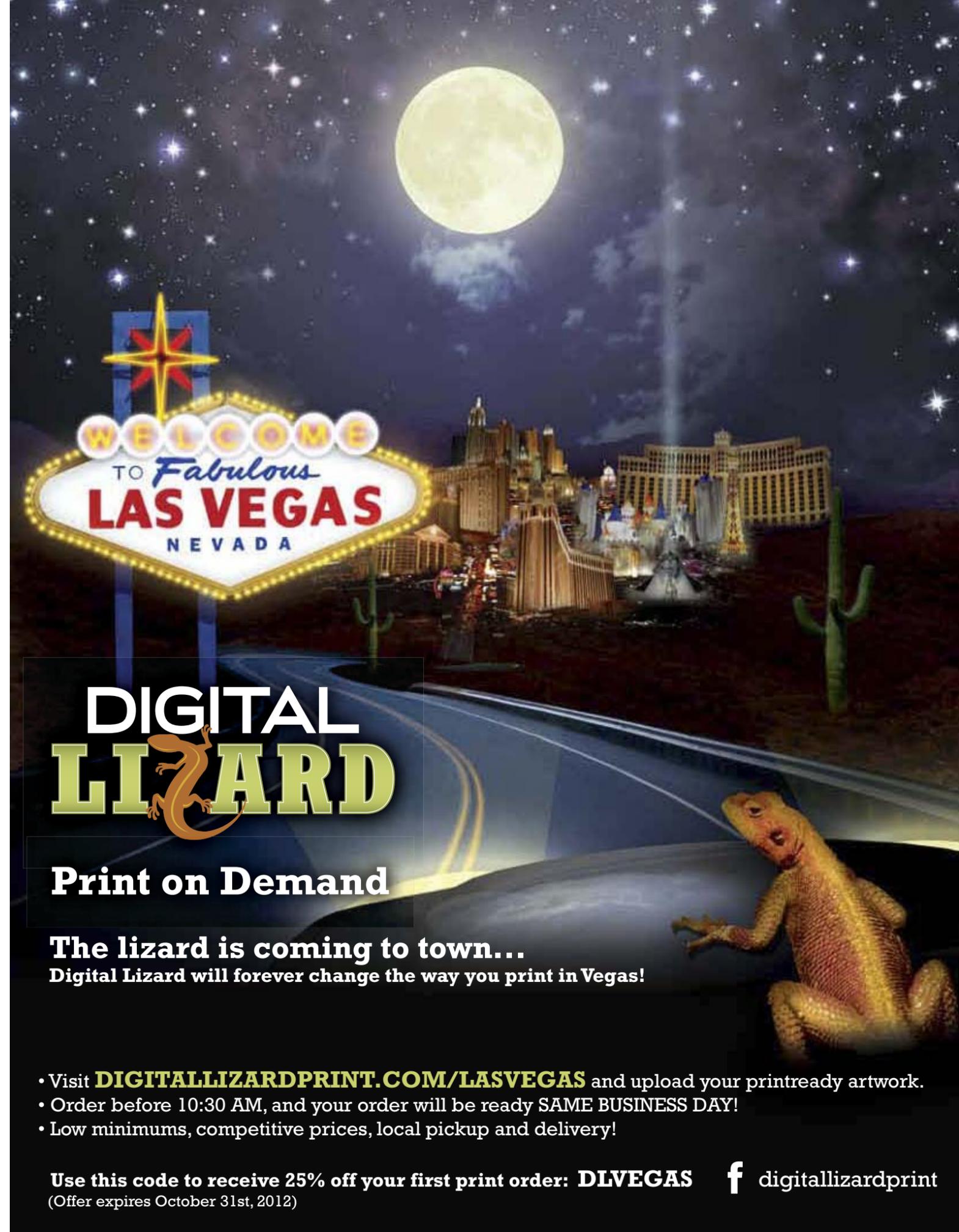
adam kramer named director of entrepreneurship

Adam Kramer has been named Director of Entrepreneurship and Vegas Young Professionals (VYP) for the Chamber. In this role, Adam will support the various entrepreneurial initiatives in Southern Nevada and help position Las Vegas as a premier location for startup businesses to incubate, launch and grow. Adam will also continue to lead and develop programming for VYP.

customer service excellence



Celebrate the best and brightest in customer service in Southern Nevada! The annual Customer Service Excellence Luncheon commemorates extraordinary customer care in a variety of industries throughout Las Vegas, and features a high-energy program with live entertainment and the presentation of the Customer Service Person of the Year. This year's program will take place Friday, November 9, at the Orleans Hotel & Casino. Visit LVChamber.com or call 702.641.5822 for more details.



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news you need

registered to vote?

Are you registered to vote for the upcoming general election? Is your information current? Voter registration for the general election closes on October 16, with early voting taking place October 20 - November 2. The general election will be Tuesday, November 6. You can register to vote online or download a voter application form on the Nevada Secretary of State website at NVSOS.gov. Voter registration forms are also available at the Chamber, any Nevada Department of Motor Vehicles office, at your county clerk of registrar's office and at various social service agencies.



For more information on the Chamber's involvement with the SNWA water rate increase, visit LVChamber.com



water bill relief

Businesses will receive some relief from recent increases to water bills beginning this month. Local companies, some of which experienced up to a 300 percent increase in their water bills following rate changes in April, have expressed concerns about the negative impact of the increases in terms of hiring, lay-offs and business sustainability. The Chamber has been leading the effort to evaluate the economic impact of the rate increases and to actively and persistently urge relief for the Las Vegas business community.

Relief from these increased water bills will appear in the form of a non-residential fire line credit equaling 50 percent of the fire meter surcharge, a fee that has contributed to large increases in commercial water bills. This credit will appear on water bills beginning in September and will remain in effect for three years, or until the newly-formed advisory committee recommends viable alternatives. For more information, visit SNWA.com.

for your benefit

A

n easy and effective way to get your brand noticed by other Chamber members is to offer an exclusive discount to them. Your discount can be a percentage or dollar amount off a purchase, a buy-one-get-one offer, a package deal – be creative, as long as it is a bona fide discount. You control the offer, from the wording to the stipulations and the expiration date. Complete your offer with your logo and a descriptive title indicating what you're giving your fellow members. You can create, manage and update your offers by logging into the Members Only section of LVChamber.com. To view discount offers currently available and do business with a fellow Chamber member, visit LVChamber.com/discounts.

discount offers



SAVE TODAY

sba signals rise in small business-friendly lending

The Small Business Administration (SBA) reports that in May, small business lending reached its highest level this year, up 18 percent over the previous year. Banks are also recording the biggest increase in small business lending in four years. If you are shopping for a business loan, the SBA recommends finding a lender that fits your business and your needs. The organization also recommends seeking out certified or preferred lenders if you are looking for an SBA loan, and to look at community banks as well as larger banking institutions. For more information on these trends and how to go about obtaining a small business loan, visit SBA.gov or contact a member bank.

FORWARD TOGETHER

To make great bread, first you need some dough.



Read the *BON Breads* story at bankofnevada.com/bon-breads

702.248.4200

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Carlos Pereira
Founder, BON Breads



expect the unexpected

Business owners spend thousands of hours building and growing their businesses, focusing on increasing sales, marketing new products and developing a reliable customer base. Yet for most businesses, all of their hard work is vulnerable if the unexpected happens. According to the Federal Emergency Management Agency (FEMA), if a disaster strikes, up to 40 percent of those businesses will never reopen their doors.

be prepared
and ready to do
business as usual

In Las Vegas, many business owners think the area is impervious to disaster situations, like hurricanes and tornadoes. There are, however, other major disasters to which Nevada is susceptible. These include:

- | | |
|-------------------------------|--|
| Fires and wildfires | Cyber attack |
| Drought | Widespread serious illness or pandemic |
| Extreme heat | Acts of terrorism and violence |
| Thunderstorms and lightning | Flash floods |
| Hazardous materials incidents | Zombie apocalypse |
| Biological threats | |

September is National Preparedness Month, and different private and public organizations offer helpful advice and tips on how you can structure and implement a disaster preparedness plan for your business. The U.S. Small Business Administration (SBA) and FEMA encourage businesses of all sizes to have

september is national
preparedness month



a disaster preparedness plan, communicate it frequently and revise it as necessary. For more information on devising a disaster preparedness plan and formulating options for different types of disasters, visit Ready.gov/business or SBA.gov/prepare. You can also view different types of disaster preparedness plans for you and your employees' homes and families.

The Internal Revenue Service (IRS) also offers assistance to businesses affected by a natural or manmade disaster, including special tax law provisions that may help businesses recover financially from the impact, especially in the instance when the federal government declares their location to be a major disaster area. They also recommend paperless recordkeeping, information about administrative tax relief and other ways to help mitigate the cost and bearing of a disaster on a business. For more information on any of the services the IRS provides, visit IRS.gov/businesses.

You can also download the Chamber's *Open for Business* preparedness kit online at LVChamber.com. While you can't always foresee situations, with thoughtful planning you can be prepared and ready to do business as usual.

candidate endorsements

GENERAL ELECTION
TUESDAY, NOVEMBER 6, 2012

T

he Chamber's Government Affairs team, guided by the Government Affairs Committee, has announced candidate endorsements for the general election on Tuesday, November 6.

These candidates have been selected for their commitment to preserving and enhancing the pro-business environment that is vital to rebuilding our economy and creating jobs.

Traditionally, the Chamber does not endorse or financially support federal candidates such as the U.S. Senate or the U.S. House of Representatives. For more information on the general election, including voting schedules, locations and other important information, visit LVChamber.com or ClarkCountyNV.gov.

NEVADA STATE SENATE

- | | |
|--------------------|-------------------------------|
| Senate District 5 | Steve Kirk (R) |
| Senate District 6 | Mark Hutchison (R) |
| | - Dual endorsement* |
| Senate District 6 | Benny Yerushalmi (D) |
| | - Dual endorsement* |
| Senate District 7 | David Parks (D) |
| Senate District 9 | Mari Nakashima St. Martin (R) |
| Senate District 11 | Aaron Ford (D) |
| Senate District 13 | Debbie Smith (D) |
| Senate District 18 | Scott Hammond (R) |
| Senate District 19 | Pete Goicoechea (R) |

NEVADA STATE ASSEMBLY

- | | |
|----------------------|--------------------------|
| Assembly District 1 | Marilyn Kirkpatrick (D) |
| Assembly District 2 | John Hambrick (R) |
| Assembly District 4 | Michele Fiore (R) |
| Assembly District 5 | Marilyn Dondero Loop (D) |
| Assembly District 8 | Jason Frierson (D) |
| Assembly District 9 | Kelly Hurst (R) |
| Assembly District 11 | Olivia Diaz (D) |
| Assembly District 13 | Paul Anderson (R) |
| Assembly District 15 | Elliot Anderson (D) |
| Assembly District 16 | Heidi Swank (D) |
| Assembly District 17 | Steven Brooks (D) |

chamber-endorsed
candidates for the general
election - tuesday,
november 6, 2012

- | | |
|----------------------|-----------------------------|
| Assembly District 19 | Cresent Hardy (R) |
| Assembly District 20 | Ellen Spiegel (D) |
| Assembly District 21 | Becky Harris (R) |
| Assembly District 22 | Lynn Stewart (R) |
| Assembly District 23 | Melissa Woodbury (R) |
| Assembly District 24 | David Bobzien (D) |
| Assembly District 25 | Pat Hickey (R) |
| Assembly District 26 | Randy Kirner (R) |
| Assembly District 27 | Teresa Benitez-Thompson (D) |
| Assembly District 29 | April Mastroluca (D) |
| Assembly District 31 | David Espinosa (R) |
| Assembly District 32 | Ira Hansen (R) |
| Assembly District 33 | John Ellison (R) |
| Assembly District 35 | Tom Blanchard (R) |
| Assembly District 36 | James Oscarson (R) |
| Assembly District 37 | Marcus Conklin (D) |
| Assembly District 38 | Tom Grady (R) |
| Assembly District 39 | Jim Wheeler (R) |
| Assembly District 40 | Pete Livermore (R) |
| Assembly District 42 | Irene Bustamante Adams (D) |

CLARK COUNTY BOARD OF SCHOOL TRUSTEES

- | | |
|-----------------|--------------------|
| CCSD District A | Deanna Wright (NP) |
| CCSD District B | Chris Garvey (NP) |
| CCSD District C | Linda Young (NP) |
| CCSD District E | Patrice Tew (NP) |

CLARK COUNTY COMMISSION

- | | |
|------------------------------|-------------------|
| County Commission District A | Steve Sisolak (D) |
| County Commission District B | Ruth Johnson (R) |

For questions or inquiries regarding candidate endorsements, please contact the Chamber's Government Affairs department at 702.641.5822.

*The Chamber believes both individuals are exceptional candidates and businesspeople who fully understand business issues.

working for you

GOVERNMENT AFFAIRS AND PUBLIC POLICY

clark county wants to hear from you

Join the Las Vegas Chamber of Commerce for an exclusive opportunity to engage staff members from the local government of Clark County as they give the business community an outlet to share their perspectives on business related issues, interaction and policy topics. Facilitated by Randy Tarr, assistant county manager, the issues covered will be determined by those in attendance and may range from business licensing and permitting to building inspections and other economic development issues. By holding this meeting, County staff will gain insight and guidance for future matters and policy decisions that impact the Southern Nevada business community. The focus group will take place on **Friday, September 14**, at 2:30 p.m. at the Las Vegas Chamber of Commerce. For more information or to register, visit LVChamber.com or call 702.641.5822.

the race for congressional district 1:



DINA TITUS (D)
If elected to the U.S. House of Representatives, how will you support job growth, new business development and economic diversification opportunities in Southern Nevada?

I believe we need to make strategic investments – for both short-term and long-term economic growth. Some of these investments are in infrastructure improvements, which can re-employ members of our construction industry who have been out of work for years because of the downturn. I support creation of a national infrastructure bank, which would be a partnership between the federal government and private lenders to finance revenue-producing projects in areas such as transportation, energy and water systems.

We also have whole neighborhoods that have deteriorated because of the foreclosure crisis. I would support expansion of the Neighborhood Stabilization Program to these



neighborhoods, rehabilitating foreclosed and abandoned homes and getting them back on the market while putting people back to work.

I believe we have a major opportunity to create jobs in the immediate future through energy efficiency measures. Energy efficiency is the quickest, cheapest way to reduce our dependence on traditional energy sources. I would favor Congress targeting funding for both residential and commercial energy efficiency retrofits, with the work done by local small businesses.

Southern Nevada has sophisticated broadband capabilities and an informational technology infrastructure that supports our gaming industry and other industries. These assets can be leveraged to attract companies such as financial services, business services, and health care technology companies that create good-paying jobs.

We have the potential to develop multi-modal transportation centers that more

efficiently move goods throughout the Intermountain West. In addition, expansions at McCarran International Airport have opened up international trade opportunities. I will support improvements in our transportation infrastructure that position Southern Nevada as a hub for domestic and international trade.

Nevada remains promising for the development of renewable energy, which will be a primary source of energy in the West in the decades to come. As a member of Congress, I would work with the Federal Energy Regulatory Commission and other federal agencies to implement a strategy for exportation of renewable energy from Nevada, creating thousands of construction and operations jobs and spurring the growth of small businesses serving the renewable energy industry.



CHRIS EDWARDS (R)

If elected to the U.S. House of Representatives, how will you support job growth, new business development and economic diversification opportunities in Southern Nevada?

First, I understand that government and business can be allies and partners to create an extraordinarily prosperous country. We need to return to the basics of sensible government policies that help businesses to survive, grow and thrive. This includes stable business rules, reasonable regulatory policies, cheap energy, access to credit and competitive taxes that make sense. We must eliminate current obstacles such as Dodd-Frank, Obamacare, excessive regulatory policies and extend the Bush-era tax cuts further into the future. These actions will restore faith, confidence and flexibility to bring the trillions of dollars off the sidelines for domestic investment that will provide the money needed for new businesses and jobs. I also believe BLM must release additional lands to the state for business development.

What issues do you believe are impacting small businesses' ability to expand and grow from the federal perspective?

The overall impediment to small business survival and growth is an Administration that demonizes small (and large) businesses rather than working with them to rescue our economy. Ill-conceived legislation like Dodd-Frank makes it extremely difficult for small businesses to have access to the credit they need to function and grow. The excessive changes to the rules governing businesses make it very difficult for small businesses to design a business plan to grow their companies before the rules change again. Federal rules and regulations further strangle businesses from growing as does an unrealistic program of keeping energy costs high. The threat of \$500 billion of "restored" taxes as the Bush-era tax cuts end and the additional threat of enormous taxes from Obamacare adds extreme uncertainty and dangers that make businesses reluctant to invest their reserves.

Read more responses from these candidates at LVChamber.com.

upcoming policy committee meetings

The Chamber established policy committees exclusively for Chamber members and their employees to engage in topics and issues impacting Southern Nevada. Check out these upcoming opportunities to help move development and diversification ideas forward and lead the way for change in Las Vegas:

- **Insurance & Tort Reform** – Thursday, September 13
- **Infrastructure** – Wednesday, September 26
- **Local Government** – Thursday, October 11
- **Education** – Tuesday, October 16
- **Health Care** – Friday, October 19

For more information, visit LVChamber.com or call 702.641.5822.

CONNECTING THE DOTS



photos by francis + francis

Las Vegas is a globally-recognized city. With a skyline that boasts innovative, instantly recognizable architecture and a legendary reputation, the city is a brand unto itself. But Las Vegas is not a global city.

Las Vegas can take advantage of several opportunities to make it a city more competitive in the new global economy, less vulnerable to economic downturns and more diversified for a future of growth, development and forward thinking. The Chamber is hosting a conference in November to examine best practices from Las Vegas' peer cities that have connected more dots than Las Vegas. There, the Chamber will convene local business leaders, members of the business community, government officials and key individuals from other cities that have "connected the dots," and use those best practices to forge Las Vegas into a global city, connecting its own dots.

"We don't have to be good at everything," says Dr. Robert Lang, UNLV director of Brookings Mountain West and executive director of the Lincy Institute. "We just have to be good at a few specialties and put a few investments into a few areas that are smart. It's an insurance policy against overreliance on a single sector."

One key identifiable area is transportation and infrastructure. "The region needs to work on its transportation infrastructure within the region, moving away from overdependence on the automobile," observes Richard Florida, professor at the University of Toronto and New York University and senior editor of *The Atlantic*. While he acknowledges McCarran International Airport as a major strength of Las Vegas in its capacity to grow with demand and accommodate more non-stop international flights, other cities have furthered



we have been both victims and beneficiaries of our own success.

their connectivity through improved roadways, interstate highways and light rail. “There are very basic things missing from Las Vegas, like light rail. Phoenix has it. Denver has it,” explains Lang. Florida also notes Denver’s diversity of transportation infrastructure as an area of strength. “Denver has been effective with its light rail system and encouraging a greater number of its residents to bike and walk to work.”

Lang also cites Denver as a paradigm for economic revitalization after the collapse of a major industry, primarily through significant strides in infrastructure. “Denver was overreliant on energy,” Lang explains. “They had invented one form of economy and relied heavily on that growth. That economy suddenly collapsed, and they had to reinvent themselves and they did it successfully. They made investments counter-cyclical to it. When the economy was down, Denver used it as an opportunity to play catch-up to build a platform in infrastructure for the next round of growth.” Combining investment in infrastructure with the recent designation of Interstate 11 and other roadway improvements, the doors of opportunity are open to expanding the logistics industry in Las Vegas, as well as opening up more possibilities for travelers, tourism and cargo transit. “Global cities are without a doubt connected. They have transportation systems that are fast, efficient and environmentally clean. They enable the accelerated movement of people, goods and services,” says Florida.

Another major component of raising Las Vegas level to other global cities is improving the quality of healthcare. Lang maintains a piece of that puzzle is partnering with a Carnegie-level research facility, as Phoenix and Orlando have done. Arizona State University recently announced a partnership with the Mayo Clinic for a \$266 million medical school branch in Scottsdale, in addition to the existing medical school at the University of Arizona. Having a

medical school in Southern Nevada would not only bolster the economy and act as a multiplier towards diversity in business and industry, but would also inspire consumer confidence in the region, according to Lang. “That was one of the first reasons that Phoenix went after a medical school. They realized that there just wasn’t a kind of key institutional anchor for the assertion that the region had good medicine. Where are they today? One of the fastest growing sectors in Phoenix is biotech.” Lang also asserts that the timeline for getting such facilities isn’t necessarily out of the reach of the current generations, citing that Phoenix was able to do it in about ten years.

Orlando, a city likened to Las Vegas for its size, as well as its tourism and convention industry, has also taken steps to establish a more diverse base. “Orlando is a slightly bigger region that’s slightly less reliant on tourism. It’s a little more careful of investments outside of tourism, such as health, to give it a bit of a cushion against the slide of a consumption collapse as we saw in 2008 and 2009,” explains Lang. “They needed a hotel college. They got one. They realized that they have a high rate of retirees and a strategic necessity to invest in current healthcare. They needed a medical school and a medical campus. They got one.” Orlando also enjoyed a tourism boom similar to Las Vegas, but differed in that it was less dramatic and more diverse; at the same time entertainment geared towards adults was up-marketed and glamorized, there was a reimagining of central Florida’s economy to include family entertainment. Orlando remains one of Las Vegas’ most comparable cities and one Southern Nevada can look to as a best practice of diversifying based on existing needs and strengths.

In addition to a medical school in Southern Nevada, Lang also emphasizes the importance of the community college system for workforce development, something for which Phoenix has set the example, according to Lang. “Phoenix has dedicated additional resources to technical schools and associate-level work positions to stay competitive in the global market. In Gilbert, Arizona, there is a community college that is connected in technology to the largest Intel chip plant in the world. A student can do part of their time at the plant, and part of their time in the classroom, and wind up with a highly useful and applicable degree in automated manufacturing.” To do so, he ascertains, Las Vegas needs to allow, encourage and foster public-private partnerships between the local community college system and major business and industry. This not only promotes meaningful workforce development, but provides students with a path to a skill level that is valuable both to the worker and the local business community. Such workforce development also can be favorable when courting new businesses and industries to the area.

there are very basic things missing from las vegas

Not all of Las Vegas’ actions during its periods of immense growth have been negative, however. Lang says, “We were doing some right things; we were doing some wrong things. We were deepening and building out our core industry. We chased that strategic advantage as best we could. To that extent, we’ve been a tremendous success. The entrepreneurship, the business skills, establishing Las Vegas as a lead convention city, expanding the airport – all of those things are good. The downside was that some fundamentals were not

looked at, especially in the areas of health, education and quality of life. Like other areas, we have been both victims and beneficiaries of our own success.”

Looking ahead to diversify the economy, bolster higher education and workforce development, invest in lasting infrastructure and increase the quality of medicine, these cities are equipped with lessons they have learned, plans they have implemented and best practices they have executed. We can apply these ideas and methods to Las Vegas’ needs and deficits. They have connected the dots. Now, it’s our turn.

Join the conversation to connect the dots in Las Vegas. The Chamber’s symposia will take place on Thursday, November 15 and Friday, November 16. For more information on the symposia, visit LVChamber.com.

your scene | you're seen



business
power
luncheon



Business Power Luncheon featuring the Wounded Warrior Project™. During this inspirational and motivational luncheon, attendees discovered the benefits and impact of hiring veterans and heard from Retired Sergeant First Class Norbie Lara, a wounded warrior who has successfully acclimated back to civilian life.



eggs
& issues

FEATURING
U.S. SECRETARY OF
TRANSPORTATION
RAY LAHOOD



Eggs & Issues featuring U.S. Secretary of Transportation Ray LaHood. Secretary LaHood addressed attendees of this special Eggs & Issues breakfast focusing on infrastructure and development projects in Southern Nevada, such as Interstate 11 and Terminal 3 at McCarran International Airport, and their impact on the business community.

SPECIAL

Legal
Opinions

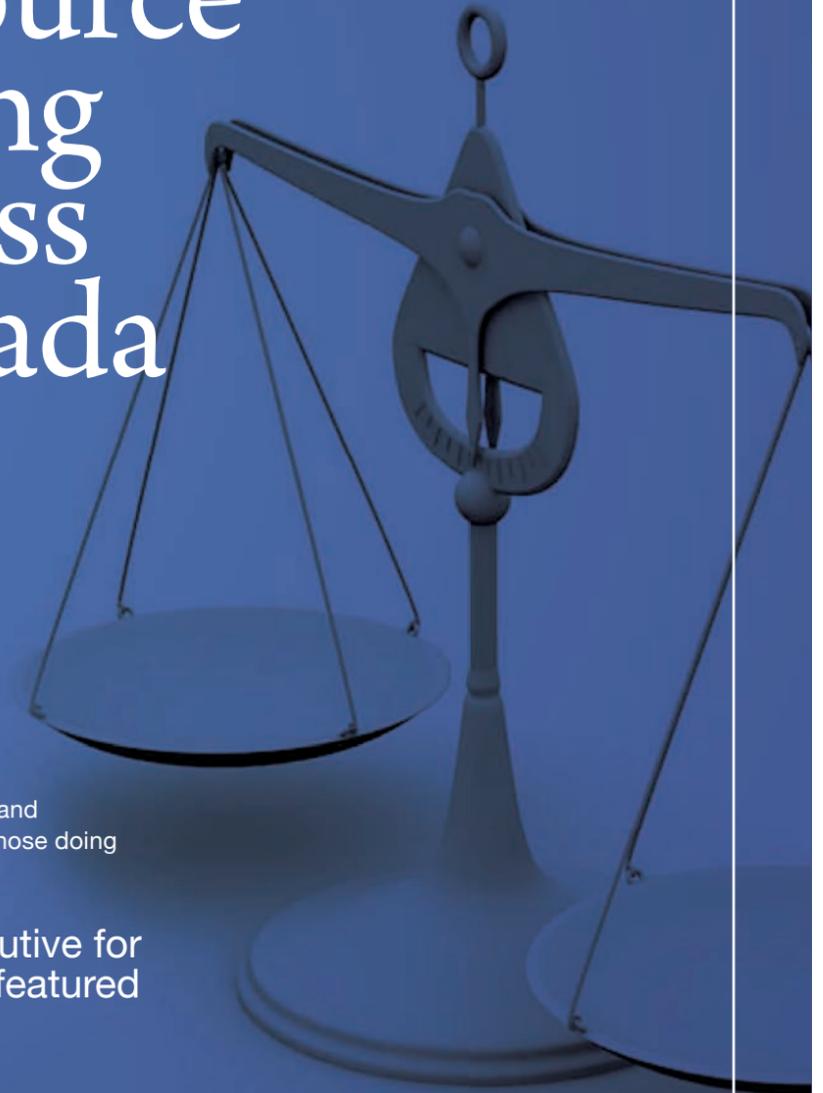
REPORT

A Resource of Doing Business in Nevada

November 2012

The November issue of *Nevada Business Magazine* will include a special editorial feature written by some of the state's most prominent attorneys and addressing issues of concern to those doing business in Nevada.

Call an account executive for information or being featured in this special report.



Editorial must be submitted by September 28, 2012.

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Nevada Business
the decision maker's magazine

what's happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN SEPTEMBER.

SMALL BUSINESS EXCELLENCE AWARDS LUNCHEON

Celebrate our members' achievements as winners are announced and presented with a special award.



SEPTEMBER 20

how to register:

Visit LVChamber.com and click on the Events Calendar. Call 702.641.5822.

The Las Vegas Chamber of Commerce is located in the Town Square shopping center:

6671 Las Vegas Blvd. South, Suite 300
Las Vegas, NV 89119

04 TUESDAY VYP MORNING BUZZ
Enjoy a FREE light breakfast and meet VYP Ambassadors as well as members of the Advisory Council for a small, informal question and answer session.
7:30 - 8:30 a.m.
Las Vegas Chamber of Commerce*
Complimentary

05 WEDNESDAY EGGS AND ISSUES U.S. CONGRESSMAN MARK AMODEI
Engage Congressman Mark Amodei on federal issues impacting Southern Nevada through a town-hall style Q & A.
7:30 - 9:00 a.m.
Palms Casino Resort, 4321 W. Flamingo Rd.
\$40 for members, \$55 for non-members, \$400 for table of 10**
Sponsors: Chamber Insurance & Benefits, Southwest Gas

05 WEDNESDAY CHAMBER CONNECTIONS
Join this established dedicated leads group made up of professionals from a variety of industries. Limited openings available; call for space availability.
5:30 - 7:00 p.m.
Las Vegas Chamber of Commerce*
\$120 every six months. Chamber members only.

10 MONDAY VEGAS YOUNG PROFESSIONALS TOASTMASTERS
The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.
6:30 - 8:00 p.m.
Usr lib, 520 E. Fremont St. (above The Beat Coffeehouse)
FREE for guests, \$60 to join, \$36 every six months.
Hosted By: usr lib

00 - CHAMBER EVENT 00 - VYP EVENT

*Event to be held in the CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce

**Table purchases include two tickets to a VIP meet and greet. Fill all ten seats at your table, or fill nine and have the Chamber place an elected or appointed official at your remaining seat.

eggs & issues
SEPTEMBER 05

business blend
SEPTEMBER 12

september sponsors and hosts:



12 WEDNESDAY CHAMBER VOICES TOASTMASTERS
Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.
10:45 a.m. - Noon
Las Vegas Chamber of Commerce*
\$54 every six months. Guests always complimentary.

12 WEDNESDAY BUSINESS BLEND
Mark your calendars for this joint Las Vegas Chamber of Commerce and Vegas Young Professionals mixer hosted by the Miracle Mile Shops inside Planet Hollywood.
5:30 - 7:30 p.m.
Miracle Mile Shops at Planet Hollywood Resort & Casino
3663 Las Vegas Blvd. South Ste. 900
Chamber and VYP Members Complimentary
Sponsor: Chamber Insurance & Benefits

13 THURSDAY INSURANCE AND TORT REFORM POLICY COMMITTEE MEETING
Working with Chamber members who are independent brokers and agents, property & casualty carriers, life insurers and health underwriters, this committee will ensure that Nevada's insurance climate is balanced and fair.
9:00 - 11:00 a.m.
Las Vegas Chamber of Commerce*
Exclusive to Chamber members and their employees

19 WEDNESDAY CHAMBER CONNECTIONS
See September 5 for details

20 THURSDAY SMALL BUSINESS EXCELLENCE AWARDS LUNCHEON
This year's program will feature Alexandra Epstein, Executive Manager of the El Cortez Hotel & Casino, as she discusses the importance of small business to rebuilding and revitalizing Downtown Las Vegas and the Southern Nevada economy.
11:30 a.m. - 1:00 p.m.
Paris Las Vegas Hotel & Casino, 3645 Las Vegas Blvd. South
\$55 for Chamber members, \$70 for non-members \$500 for table of 10, \$80 for Walk-ins.
Exclusive Sponsor: Nevada State Bank

24 MONDAY VYP TOASTMASTERS
See September 10 for details

25 TUESDAY NEW MEMBER BREAKFAST
At this exclusive event, each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere.
7:00 - 9:00 a.m.
Las Vegas Chamber of Commerce*
By invitation only. Complimentary. Hosted by the Las Vegas Chamber of Commerce Prospectors.
Sponsors: Chamber Insurance & Benefits, Workforce Connections

26 WEDNESDAY CHAMBER VOICES TOASTMASTERS
See September 12 for details.

26 WEDNESDAY INFRASTRUCTURE COMMITTEE MEETING
This committee will discuss how to improve Southern Nevada's infrastructure, including highway, road, rail, and air service, to be globally competitive.
2:00 - 4:00 p.m.
Las Vegas Chamber of Commerce*
Exclusive to Chamber members and their employees

member insights

The best thing about owning a small business is knowing everyone who works for you and making sure they are happy and are doing the best job they can. We know it's a struggle at first, but when you succeed, what a great accomplishment.

Louisa Long
Owner, Long Life Fit and Dance

I love the opportunity to make a positive, meaningful impact on a family's life.

Randy A. Garcia (A)
Chief Executive Officer, The Investment Counsel Company

The spirit of success. Often in large organizations, people lose the sense of responsibility for "making things happen" and achieving their own success. In smaller companies, the entrepreneurial spirit allows everyone to participate in the process and celebrate the success they achieve together.

Michael Ruckman (B)
Founder, President and CEO, Senteo Inc.

Running a small business for 40 years has allowed me to establish my own gold standard. I only answer to my own conscience and credibility. I am very demanding of myself. My patients are the benefactors.

James J. White, DDS (C)

As a professional business broker, in addition to the income and personal flexibility, I love the challenge of assisting the parties to attain one of their most important life goals. For the sellers: maximizing their exit. For the buyers: realizing the "American Dream Part II" of owning their own business.

Len Krick, MBA, SBA, CMEA (D)
President and Principal Broker, Sunbelt Business Brokers of Las Vegas, Inc.

Being a small business owner allows our small ideas to become much bigger in a shorter period of time compared to larger companies. Every piece of work becomes more personal, and you find yourself passionate about small things that once were a burden. The key to our success is having the foresight to surround ourselves with different temperaments, talents and convictions.

David Gutierrez
Marketing Director, Partner, EDGE Marketing, LLC

A Navy recruiting commercial from the 80's said "It's not just a job. It's an adventure." Our staff starts each work day by reciting our mission and stating, "it's not a job, it's an adventure." We not only have our small business to run, but we help others with theirs. When things get a little hectic, I sometimes hear my staff say, "It's not a job, it's an adventure" - and press on.

Dida Clifton (E)
CEO and Founder, TheOfficeSquad.com

WHAT DO YOU LOVE MOST ABOUT RUNNING A SMALL BUSINESS, AND WHY?



What I love the most about running a small business is working directly with the customer on their projects. Handling the order from beginning to end creates a lot of personal satisfaction when I see the smile on their face at delivery. And - I am always interested to hear about their results.

Darcy A. Dougherty, MBA
Owner, Shirtz, Logo and Promoz

The thing I enjoy most about running a small business is the people. The opportunities to develop relationships through business and make a difference in people's lives are easily the most rewarding aspect to me. Whether it's seeing a young person with no skills progress, start a family and buy their first home, or solving a difficult problem for a customer, I know I have impacted someone's life and that cannot be measured in revenue. It is priceless!

Grady Jones
Service Center Manager, Western Exterminator

Over the years, I've developed a deep affection and appreciation for the people who are attracted to NetEffect and work so hard to make it such an amazing place to work. NetEffect is a deeply gratifying place for me to be every day.

Jeff Grace (F)
President/CEO, NetEffect

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spotlights

(A) Andrew Levy - President, Allegiant Travel Company: Levy has served as an officer of Allegiant since June 2001, and as president since October 2009. Levy is responsible for all commercial and financial aspects of the business. Previously, he served as managing director and CFO. Levy graduated from Washington University in St. Louis and received a JD from Emory University School of Law. He serves on the boards of directors for Communities in Schools Nevada and The Smith Center for the Performing Arts.

(B) Dina Mitchell - Area Developer and Marketing Director, Tropical Smoothie Café: Mitchell brought the brand to Southern Nevada in 2001. Since then, it has grown to 18 individually owned and operated franchised locations. Tropical Smoothie Café provides a healthy alternative to the QSR category and is active in giving back to the local community through charitable partnerships. In the coming months, Tropical Smoothie Café will add 5 new locations -- three on the Las Vegas Strip, and two 24-hour drive thrus.



(C) Michael Ruckman - Founder, President & CEO, Senteo Inc.: Ruckman worked as a banker and a consultant for retail banks in 30 countries. He has delivered projects ranging from business strategy to fully-transformed retail institutions and is known for his experience in retail bank management, distribution network development, sales development and systems implementation. His portfolio includes large projects for Abbey National, Alfa-Bank, Citibank and more.

(D) Sean Connery - President, Orbis Solutions: Connery is president of Orbis Solutions, leading sales and marketing, customer service and engineering teams. He previously served in positions of information technology leadership at Wynn Resorts, Golden Nugget, Bally's, Cox Communications and Tech Results. Connery is a Certified Information Systems Security Professional, Microsoft Certified Systems Engineer, Certified ITIL, VMware Certified Professional and Symantec Certified Engineer. He was nominated by Greenspun Media as a Top Tech Executive in 2011.

president's club

Rena Loughton - Secretary/Officer, Mary Q. & Charles E. Marshall Charitable Foundation
Loughton is a Las Vegas native and an active member of the community, participating in several non-profit events throughout the year. Currently, she is the secretary and officer of the Mary Q. and Charles E. Marshall Charitable Foundation, which provides needed supplies to local schools, hospitals and research facilities.

Carl Pappalardo - President, Clean Pro, Inc.
Pappalardo is founder and owner of Clean Pro, a commercial cleaning company specializing in large office spaces and restaurants. A Chicago native, Pappalardo started as a "grease monkey" for his family's automotive repair shop. He moved to Las Vegas in 1993 to launch Clean Pro.

Jennifer Gudgel - Brand Director, Gourmet Chocolate Ethel M Chocolates/ Mars Retail Group
Gudgel oversees all elements of the brand including wholesale, marketing, store operations and product development. She previously worked for M&M's World, spearheading the openings of M&M's World locations in Orlando and Times Square. Gudgel also worked as a product developer for Caesars Entertainment.



Marcio Bonfada - General Manager, Fogo de Chao
Bonfada has more than 15 years of experience in the restaurant industry, and has the background knowledge, as well as a deep respect for the Gaucho culture. Bonfada oversees the entire guest experience, and consistently finds ways to maintain the high level of quality expected at Fogo De Chao and exceeds guest expectations.

Angie Eliason - Executive Director, Nevada Youth Soccer Association
Eliason joined the Nevada Youth Soccer Association after a successful career as a college coach and administrator. She led the University of Minnesota, Duluth women's hockey team to Division I National Championships in 2008 and 2010. She earned her master's degree from the University of Nebraska.

David Johnson - Owner, D Bar J Hat Company
Johnson is a quality custom hat maker. His attention to detail and masterful skills in hatting earned his creations homes in the Smithsonian Museum, the Roy Rogers Museum and the 2002 Olympics, among others. Charlie Daniels, Frank Marino and Bill Clinton are also patrons of his.

executive level

in the know

BAD THINGS BY THOMAS J. BURNS, PRESIDENT, CRAGIN & PIKE

Bad things happen: accidents, crimes, manmade and natural disasters. How much these incidents cost you, in customer satisfaction and financial liability, depends largely on how well you are prepared to respond. Business continuity planning is the process whereby a firm figures out a plan of action to take in the case of unforeseen events. The process anticipates risk and helps limit the downside that companies may experience when adverse events occur. Once a business has responded to the immediate crisis, it must deal with recovery of normal operations. Some go out of business, while others implement their plans and recover quickly.

Key staff roles and responsibilities should be identified, as well as job-specific checklists and procedures detailing responsibilities from business continuity implementation through recovery. Task teams should be formed, at a minimum, to cover each essential business process. It may be necessary to provide cross-training, in the event that primary team members are not available.

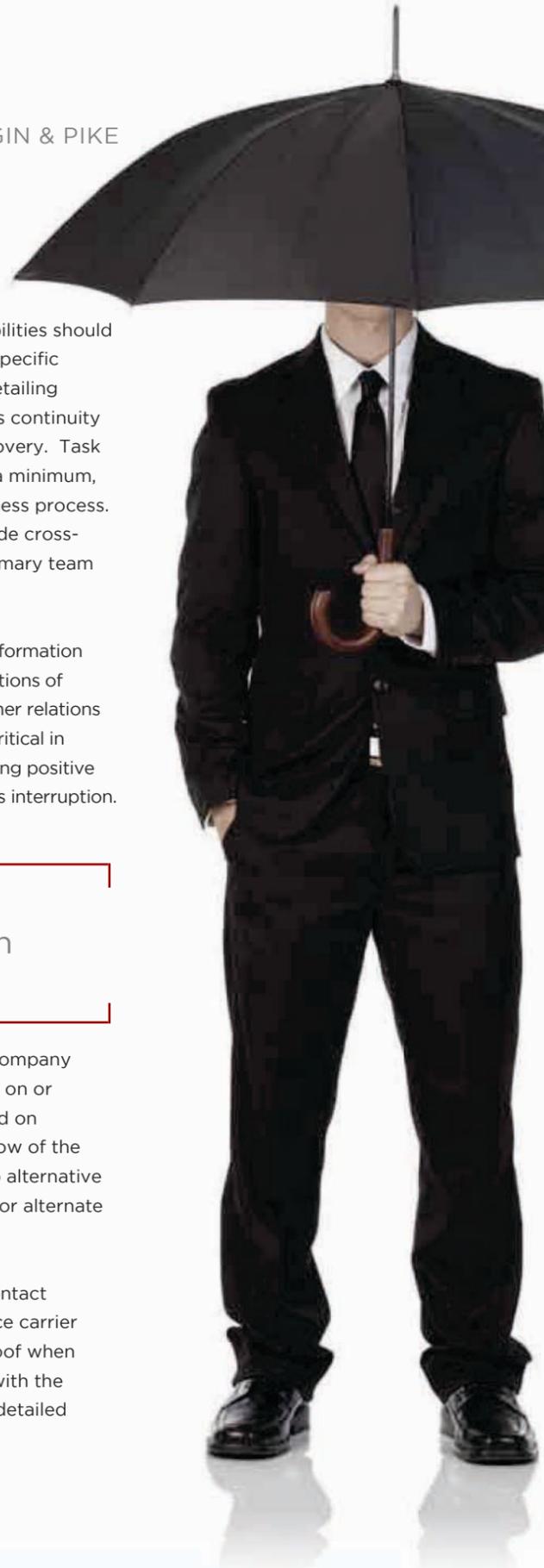
You should identify contact information to inform customers of disruptions of deliverables. Effective customer relations and communication may be critical in retaining clients and maintaining positive relationships during a business interruption.

once a business has responded to the immediate crisis, it must deal with recovery of normal operations.

The most important aspect of a business continuity plan is to identify and develop incremental processes and procedures necessary to recover each critical business process. These processes should be broken up into priorities of what should be done in the first hour, 24 hours, week, month, and overall in terms of long-term recovery. Key individuals who need to be made aware of a business interruption should be identified. You should routinely verify their contact information for accuracy.

Also essential is identifying company information that you depend on or those companies that depend on you. Your suppliers must know of the emergency you are facing so alternative means can be implemented, or alternate suppliers if necessary.

Ensure you have accurate contact information for your insurance carrier or broker. The burden of proof when making claims typically lies with the policyholder. Accurate and detailed records are imperative.



guiding your business' disaster recovery plan

Identify equipment requirements for each business unit and recovery time goals; this includes identifying necessary technology hardware and software and the minimum recovery time requirements for each business unit.

When an interruption occurs within your business, how ready you are to recover may be the determining factor on whether you open your doors afterwards.



Thomas J. Burns,
President, Cragin & Pike



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upcoming events

City National Bank presents Cyber Fraud on Wednesday, September 12, from 7:30 – 9:00 a.m. at the Springs Preserve. RSVP by September 4, at cnb.com/events and enter code Fraud.

The Las Vegas Convention and Visitors Authority will hold a free business resource event on Friday, September 14, from 9:00 a.m. – 3:00 p.m. at the Las Vegas Convention Center – South Hall. RSVP at committedtoourcommunity@yahoo.com.

The Associated General Contractors and Nevada Contractors Association are hosting the business mixer on Thursday, September 20, at Panevino Ristorante from 4:00 – 6:00 p.m. Call 702.796.9986 for more information.

The Fourth Annual **Volunteers in Medicine Ball** is scheduled for Saturday, October 6, at the Venetian/Palazzo. This year's event honors Aurora Wong, Dr. Jerry Cade and May Elizabeth Adler. For more information, call 702.976.0530.

The 8th Annual **Las Vegas' Largest Mixer** will be on Wednesday, September 19, at Texas Station Hotel & Casino, 2101 Texas Star Lane in Las Vegas. The event is 5:00 – 9:00 p.m., and tickets are \$15. Tickets can be purchased at largestmixer.com/lasvegas/tickets.php.



The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

wheeling and dealing

NetEffect, a Las Vegas-based, full-service provider of computer and information technology support, was granted the first gaming license specifically for IT service providers by the Nevada Gaming Commission.

The Las Vegas Review-Journal released its new mobile and tablet apps for both Apple and Android devices. Downloads are available at lvj.com, iTunes store and Google Play.

Michelin-starred Chef Masa Takayama debuted Tetsu, his first teppan concept at **ARIA Resort & Casino**.

St. Rose Dominican Hospitals unveiled its new Baby Growth Tracker mobile application. The app, available by a free download from the iTunes Store and Android Market, provides resources and support for new parents.

Burke Construction Group is expanding its operations and relocating its corporate offices to 385 Pilot Road in Las Vegas.

The Ferraro Group is merging its public relations and public affairs company with **Ostrovsky and Associates**, a lobbying firm.

Textbroker International, a leading platform for on-demand unique written content, announced that Textbrokers® is now a registered trademark through the United States Patent and Trademark Office of the Department of Commerce.

Commercial Executives represented the sale of an industrial building valued at \$240,000.

announcements

The CPA firm of **Johnson Jacobson Wilcox** promoted Cindy Spence and Bob Holder to directors in the firm.

Kathleen Nysten, principal of **Piercy Bowler Taylor and Kern** has been appointed to the **Nevada Public Radio's** board of directors.

Colliers International hired Renae Russo as executive assistant and Tressa Wilson as its receptionist.

Madame Tussauds unveiled its latest wax figure, comedian George Lopez, to honor National Hispanic Heritage Month.

Andrew D. Sedlock joined **Gordon Silver Attorneys and Counselors at Law** in its intellectual property department.

Tim Edison joined the **Furniture Market** as an interior designer, bringing more than 30 years of design experience to the company.

The Learning Center entered into a training agreement with Nevada State Energy Sector Partnership to offer "Green IT" classes at no cost to employers. For more information, call 702.320.8885.

Matt Engle of **Cragin & Pike Insurance** was named to the board of directors of the Las Vegas Natural History Museum.

The Las Vegas Philharmonic announced all concerts in its 2012-13 season will be led by an array of guest conductors, beginning with an opening night's celebration on Saturday, October 20.

Easter Seals Nevada welcomed Tom Nelson, Kenny Allwein and Jeffery Clemons as its newest board members.

Stewart, Archibald & Barney named Paul Workman as director of business development.

do you blog?

The Chamber is looking for guest bloggers. Share your expertise with Chamber members!

Submit your name and areas of expertise and subject matter to Greta Seidman gseidman@lvchamber.com

for an opportunity to be featured on the Chamber blog.

Submissions are subject to approval, and not all submissions will be published. The Las Vegas Chamber of Commerce reserves the right to edit all materials submitted for publication.

congratulations

Lionel Sawyer and Collins Shareholder Elizabeth Brickfield has been elected to a second two-year term as a member of the Board of Governors of the State Bar of Nevada.

The Glenn Group was awarded 47 gold and silver ADDY Awards, including a national ADDY.

Holland & Hart LLP attorneys Lois Baar, Melissa Beutler and Jane Michaels have been named to the first edition of Benchmark Litigation's Top 250 Women in Litigation, a selection of leading female litigators from across the United States.

The Gay and Lesbian Community Center of Southern Nevada celebrated the groundbreaking with renovations on a new multi-million dollar facility, the Robert L. Forbuss Building.

Creel Printing extended its G7 designation, achieving Master Printer certification across prepress, sheetfed, and heatset web operations, and is among an elite group of G7-certified printers in the southwest and only company in Nevada to hold all three merits.

PODS moving and storage celebrated its two millionth container delivery by launching a \$10,000 Home Renovation sweepstakes.



CUSTOMER SERVICE EXCELLENCE

Las Vegas Chamber of Commerce

Las Vegas CONVENTION AND VISITORS AUTHORITY

CUSTOMER SERVICE WEEK IS OCTOBER 1-5. HOW DO YOU REWARD GREAT CUSTOMER SERVICE?

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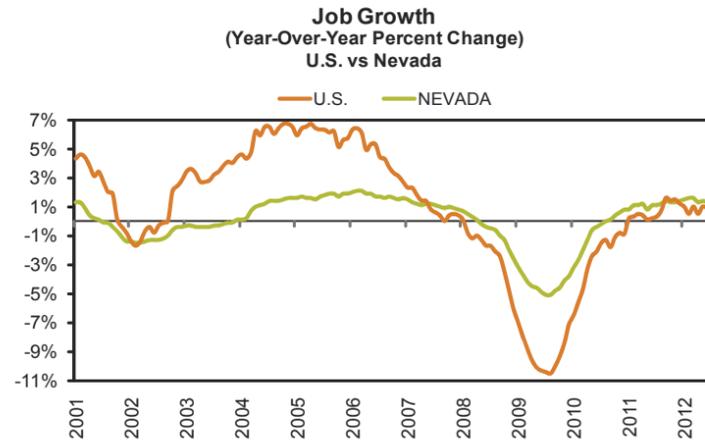
For more information, email cse@lvchamber.com or call 702.641.5822.

know the numbers

employment snapshot

Industrial employment in Nevada increased 0.9 percent in June relative to a year prior, equating to a gain of 10,600 jobs.

June readings were up 1.3 percent nationally relative to June 2011.

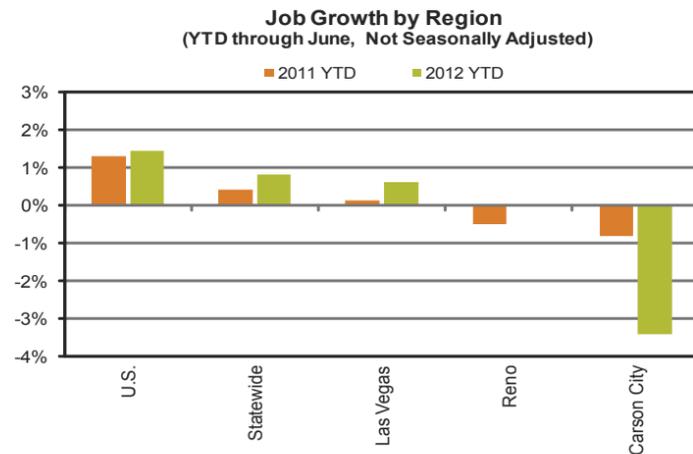


The year-to-date annual growth rates remain higher than a year ago throughout most regions of the State.

The Las Vegas MSA's job count increased 0.6 percent YTD in June relative to June 2011.

In the Reno MSA, YTD job readings were up 0.1 percent in June 2012.

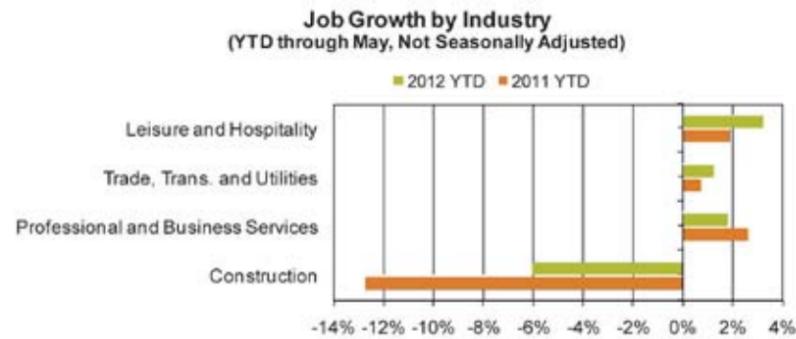
In Carson City, employment was down 3.5 percent YTD from June 2011 to June 2012.



Jobs in the State's largest industry, leisure and hospitality, are up 2.8 percent YTD through June relative to a year prior. A year earlier, YTD job readings were up 2.0 percent over the same time frame.

The professional and business services sector increased 1.7 percent YTD through June 2012 from a year earlier.

Approximately 3,300 jobs have been lost in the construction industry over the past year, a 6.3 percent annual decline, though the decline has continued to slow since June 2010.



Content and graphs provided by the Nevada Department of Employment, Training and Rehabilitation (DETR) "Nevada Economy in Brief"

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Natural gas fryers, combination ovens, storage and tankless water heaters, and griddles.

Available Rebates —
\$200 – \$1,350 on qualifying equipment

Energy Audit Rebate!

Learn how and where to cut costs with an energy audit.

Available Rebate —
50% up to \$5,000 on a facility audit

Take advantage of additional energy-efficient rebates available such as custom and boiler rebates.

For details on eligibility and requirements, please visit www.swgasliving.com/bizvoice or call our Energy Specialists at **1-800-654-2765**.



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smarter > greener > better



ribbon cuttings

CELEBRATING BUSINESS GROWTH

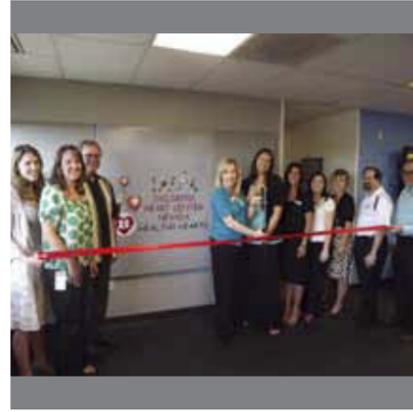
To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com

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PHILIPPINE TIMES OF SOUTHERN NEVADA

Philippine Times of Southern Nevada celebrated its nine-year anniversary at 1700 E. Desert Inn Rd. Call 702.485.2288 or visit philippinetimesnevada.com.



CHILDREN'S HEART CENTER

Nevada's Healthy Hearts Program is the largest, most comprehensive program in Nevada treating childhood obesity and associated cardiac risks. Children's Heart Center recently celebrated 10 years of success and the opening of expanded facilities. Call 702.732.1290 or visit childrensheartcenter.com.



REPUBLIC SERVICES

EL Republic Services (NYSE: RSG) and Energenic unveiled the Apex landfill renewable energy generating facility. The facility, located at 13550 North Hwy 93, is set to generate enough electricity to power more than 10,000 Southern Nevada homes. It is the largest of its kind in the state of Nevada. Visit republicservices.com.



IBLOWDRY

iBlowdry Salon celebrated its grand opening at 5120 S. Decatur Blvd., Ste. 102. Call 702-blow-dry (256.9379) or visit iblowdry.com.



FIRESTONE COMPLETE AUTO CARE

Firestone Complete Auto Care celebrated its new location at 6901 N. Durango Dr. It offers full-service auto maintenance and repairs, affordable and large selections of tires and convenient hours and locations. Visit firestonecompleteautocare.com.



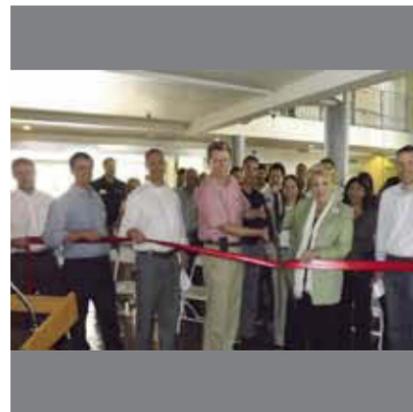
ELITE GROOMING BOUTIQUE

Elite Grooming Boutique celebrated its grand opening at 7685 S. Rainbow Blvd., Ste. 100. Call 702.558.6100 or visit elitegroomingboutique.com.



GLOBAL 1 WHOLESALE MERCHANT SERVICES, INC.

Global 1 Wholesale Merchant Services, Inc. celebrated its new location at 4330 S. Valley View Blvd., Ste. 104. Call 702.248.7115 or visit global1wms.com.



AVENUE 8 STUDIOS

Avenue 8 Studios commemorated its 319-unit affordable apartment community located at 221 N. 8th St. Call 702.476.0808 or visit avenue8studios.com.



ROBERTO'S TACO SHOP

PC One of Roberto's Taco Shop's newest locations celebrated its opening at 6435 S. Rainbow Blvd., Suite 104. It is open 24/7 for your convenience. Call 702.979.9775 or visit robertostacoshop.com.



LEVY RESTAURANTS AT LAS VEGAS MOTOR SPEEDWAY

Levy Restaurants at Las Vegas Motor Speedway celebrated its new Chamber membership. Call 702.632.8317 or visit levyrestaurants.com/venues/las-vegas-motor-speedway.



CHAMPION MOVERS

Champion Movers celebrated its ten-year anniversary and newly-expanded location at 4420 Andrews St., Ste. C. Call 702.876.2343 or visit championmovers1.com.



TRADEBANK OF LAS VEGAS

Tradebank of Las Vegas commemorated its newest location at 2360 Corporate Circle, Ste. 400. Call 702.425.2676 or visit tradebankoflasvegas.com.

member to member

THE BUSINESS CASE FOR WORKPLACE CREATIVITY
BY ALEXIA VERNON, ALEXIA VERNON EMPOWERMENT, LLC



Bill Gates and Mark Cuban to Richard Branson and Oprah Winfrey, have failed as often – if not more than – they have succeeded. To deliver greatness, you need to make it permissible to miss the mark every now and again.

3. In these difficult economic times it may be unrealistic for you to give employees a dedicated day each week for brainstorming new ideas, but may be possible to give employees one day per month or quarter. To ensure that 'creative time' is mutually beneficial, consider creating a basic structure for how success will be measured, prioritizing strategic risk-taking and imagination over a specific result.

4. Some of the best creative thinking happens when people play together in new ways that allow them to use their heads and their hearts. Consider taking employees outside of your four walls for a day of community service or physical activity. You could also bring in a creativity expert to lead your staff in a day of teambuilding, improvisation, or some other creative outlet.



Alexia Vernon
Communication and Leadership Consultant,
Alexia Vernon Empowerment, LLC

What do Google, Nordstrom and Zappos have in common? Not only are each of these companies regularly on national lists for best companies to work for, but each company also provides employees with regular opportunities for creative thinking outside of their primary projects and responsibilities. Gmail, Google Earth and Google AdSense are just a few of Google's projects birthed from its famous '20 percent time' – the 20 percent of the workweek Google employees spend pursuing creative projects.

The payoff for investing in employee creativity is vast. Whether you are a Fortune 500 executive or supervise a small team, carving out time for creative thinking is critical for attracting and engaging top talent, growing an effective leadership pipeline and staying profitable by staying ahead of the competition.

some of the best creative thinking happens when people play together in new ways that allow them to use their heads and their hearts.

Here are four ways to foster creativity, irrespective of your industry, size, or budget:

1. Take an existing program or service, throw it up in the air and consider how it can reach more people and provide them with greater positive impact. Whether your answer is creating an online community for your clients to communicate with each other or offering free face-to-face or virtual education to build interest in your offerings, frequently our greatest innovation comes from a subtle tweak of what we have already created.

2. Create a workplace environment that reframes failure as an opportunity to learn and grow. Most of the greatest business minds of our time, from

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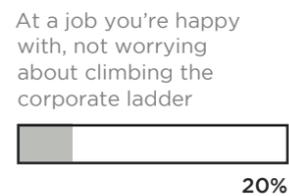
vegas young professionals

presenting sponsors



monthly poll

Where do you see your career in 20 years?



After jumping through the myriad legal, financial, and logistical hoops to get your business started, the question becomes, where will I find my customers? This is where your marketing plan becomes critical.

One of the first actions I took was to join both the Las Vegas Chamber of Commerce and Vegas Young Professionals. I met my first client at the Chamber's New Member Breakfast and he remains a client four years later. Through Vegas Young Professionals (VYP), I have established a network of business associates who have become clients and friends. By virtue of the age demographic of VYP, we members share similar challenges in our businesses.

Recently, we made drastic changes in VYP to address some of these challenges faced by young professionals. For better or worse, Las Vegas is a transient community. Natives like myself are rare and people who come here for work or school often leave, citing an inability to put down roots in a community like ours. This exodus

of talented professionals must stop and the changes to VYP have been made with the aim of retaining talent right here in Las Vegas.

Since eliminating our membership dues in January 2012, VYP membership has nearly tripled, which we expected. What we didn't expect was that the diversity of our membership would expand as well. Today, you can find VYP members from every industry in Las Vegas, from gaming to manufacturing to professional services and retail. We've retooled our professional development programs to provide more valuable opportunities to our members. We've also expanded our community outreach efforts to serve a wider variety of people.

We hoped to eliminate those industrial silos that often prevent professionals in different industries from interacting with one another. We did.

We hoped to create an organization where young professionals can interact in business and social settings to make connections and learn from one another. We have.

We hoped to offer young professionals ways to better themselves and their community. We are.

We hope to become an organization that every professional in Las Vegas between 21 and 39 joins as a natural extension of, and valuable addition to, their careers. We will.

Even if you aren't in our membership demographic, chances are you know someone who is. Please help us spread the word about VYP. Together we can ensure Las Vegas remains a great place to call home.

VYP is the largest Young Professionals Organization in Nevada. We pride ourselves in being the ideal organization to make new business contacts, to gain a unique perspective on the Southern Nevada business community and to further your professional development. For more information visit VegasYP.com.



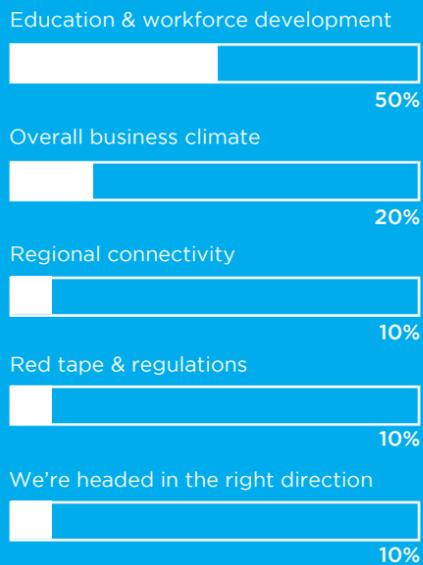
Photos courtesy of Claire Hart and VEGASINC

Vegas Young Professionals members and prospects donned their coolest summer whites to celebrate a year of milestones for VYP - reaching more than 1,300 members, extending community outreach efforts and introducing new programs and services (like VYP insurance) to its membership. With the spectacular view from ghostbar at the Palms Casino Resort, VYP's biggest party of the year lived up to its hype!

the final word

your thoughts

From a business owner's perspective, what is the biggest challenge facing Southern Nevada?



U.S. Senator Harry Reid and U.S. Secretary Ray LaHood discussed the benefits of building Terminal 3, increasing jobs in Southern Nevada and expanding international travel for leisure and business customers during a visit to McCarran International Airport's new terminal. From left to right: Secretary of Transportation Ray LaHood, Nevada Department of Transportation director Susan Martinovich, Chamber president and CEO Kristin McMillan, U.S. Senator Harry Reid, Clark County Department of Aviation director Randall Walker, Las Vegas Convention and Visitors Authority president and CEO Rossi Ralenkotter and Clark County Commissioner Larry Brown. Photo courtesy of Las Vegas News Bureau.

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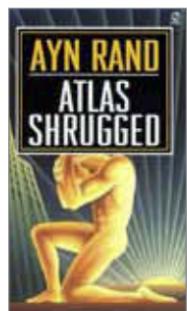
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add these to your queue

BOOK



ATLAS SHRUGGED, AYN RAND
I just re-read *Atlas Shrugged* by Ayn Rand; oft quoted in both sides of today's politics. Controversial 50 years ago when the book came out, and still controversial today.
Alice Shillock, National Security Technologies

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David Gutierrez, EDGE Marketing, LLC

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Tachelle Lawson, Levy Restaurants

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SMALL BUSINESS EXCELLENCE AWARDS LUNCHEON

CELEBRATING THE SPIRIT OF SMALL BUSINESS IN SOUTHERN NEVADA



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Alexandra Epstein

Executive Manager, El Cortez Hotel & Casino

Epstein will discuss the importance of small business to rebuilding and revitalizing Downtown Las Vegas and the Southern Nevada economy

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- Sumnu Marketing
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- Goodie Two Shoes Foundation
- Foundation for Positively Kids
- Ronald McDonald House Charities of Greater Las Vegas

Small Business of the Year (5 or fewer employees)

- 1010 Collective
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